



# Payroll & HR Solutions



(Under the Private Securities Litigation Reform Act of 1995)

# Safe Harbor Statement

## Forward-Looking Statements

This presentation contains certain statements made by management that may constitute "forward-looking" statements within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements about our financial results may include expected or projected U.S. GAAP and other operating and non-operating results. The words "believe," "may," "will," "estimate," "projects," "anticipate," "intend," "expect," "should," "plan," and similar expressions are intended to identify forward-looking statements. Examples of "forward-looking statements" include statements we make regarding our operating performance, future results of operations and financial position, revenue growth, earnings or other projections. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions, over many of which we have no control. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, our results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include—but are not limited to—risks associated with breaches of the Company's security measures; risks related to material weaknesses; possible fluctuations in the Company's financial and operating results; privacy concerns and laws and other regulations may limit the effectiveness of our applications; the financial and other impact of any previous and future acquisitions; domestic and international regulatory developments, including changes to or applicability to our business of privacy and data securities laws, money transmitter laws and anti-money laundering laws; regulatory pressures on economic relief enacted as a result of the COVID-19 pandemic that change or cause different interpretations with respect to eligibility for such programs; risk of our software and solutions not functioning adequately; interruptions, delays or changes in the Company's services or the Company's Web hosting; may incur debt to meet future capital requirements; volatility and weakness in bank and capital markets; access to additional capital; significant costs as a result of operating as a public company; the expiration of Employee Retention Tax Credits ("ERTC") and the impact of the Internal Revenue Service recent measures regarding ERTC claims and the corresponding cash collections of existing receivables; the inability to continue to release timely updates for changes in laws; the inability to develop new and improved versions of the Company's services and technological developments; customer's nonrenewal of their agreements and other similar changes could negatively impact revenue, operating results and financial conditions; the exposure of market, interest, credit and liquidity risk on client funds held in trust; the Company's operation in highly competitive markets; risk that our clients could have insufficient funds that could result in limitations in the ability to transmit ACH transactions; impairment of intangible assets; litigation and any related claims, negotiations and settlements, including with respect to intellectual property matters or industry-specific regulations; various financial aspects of the Company's Software-as-a-Service model; adverse effects to our business as a result of claims, lawsuits, and other proceedings; issues in the use of artificial intelligence in our HCM products and services; adverse changes to financial accounting standards to the Company; inability to maintain third-party licensed software; evolving regulation of the Internet, changes in the infrastructure underlying the Internet or interruptions in Internet; factors affecting the Company's deferred tax assets and ability to value and utilize them; the nature of the Company's business model; inability to adopt new or correctly interpret existing money service and money transmitter business status; the Company's ability to hire, retain and motivate employees and manage the Company's growth; interruptions to supply chains and extended shutdown of businesses; potential enactment of adverse tax laws, regulation, political, economic and social factors; potential sales of a substantial number of shares of our common stock along with its volatility; risks associated with potential equity-related transactions including dividends, rights under the stockholder plan to discourage certain actions and other impacts as a result of actions of our stockholders.

Please review the Company's risk factors in its annual report on Form 10-K filed with the Securities and Exchange Commission (the "SEC") on March 6, 2025. The forward-looking statements, including the financial guidance and 2025 outlook, contained in this presentation represent the judgment of the Company as of the date of this presentation, and the Company expressly disclaims any intent, obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in the Company's expectations with regard to these forward-looking statements or any change in events, conditions or circumstances on which any such statements are based. © 2025 Asure Software, Inc. All rights reserved.

## Non-GAAP and Adjusted Financial Measures

This presentation includes information about bookings, non-GAAP gross profit, non-GAAP sales and marketing expense, non-GAAP general and administrative expense, non-GAAP research and development expense, EBITDA, EBITDA margin, adjusted EBITDA, and adjusted EBITDA margin, non-GAAP net income (loss) and non-GAAP net income (loss) per share. These non-GAAP and adjusted financial measures are measurements of financial performance that are not prepared in accordance with U.S. generally accepted accounting principles and computational methods may differ from those used by other companies. Non-GAAP and adjusted financial measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with the Company's Consolidated Financial Statements prepared in accordance with GAAP. Non-GAAP and adjusted financial measures are reconciled to GAAP in the tables set forth in this presentation and are subject to reclassifications to conform to current period presentations.

Management uses GAAP, non-GAAP and adjusted measures when planning, monitoring, and evaluating the Company's performance. The primary purpose of using non-GAAP and adjusted measures are to provide supplemental information that may prove useful to investors and to enable investors to evaluate the Company's results in the same way management does. Management believes that supplementing GAAP disclosure with non-GAAP and adjusted disclosures provides investors with a more complete view of the Company's operational performance and allows for meaningful period-to-period comparisons and analysis of trends in the Company's business. Further, to the extent that other companies use similar methods in calculating adjusted financial measures, the provision of supplemental non-GAAP and adjusted information can allow for a comparison of the Company's relative performance against other companies that also report non-GAAP and adjusted operating results.



**Pat Goepel**  
Chairman & CEO

## Chairman's Comments

- Our year has started out with strong results during our first quarter as our revenues increased 10% to \$34.9 million versus the prior year. We are pleased to see continued momentum with our Payroll Tax Management product, as well as contributions from our recently acquired new products. Our business trends are strong, our contracted revenue backlog rose again this quarter and is up 339% versus last year's first quarter!
- We plan to continue executing on our growth strategy and we believe that the investments we have made in technology as well as the additions to our product portfolio will generate future success. Our team now has more opportunities to drive increased cross selling activity as well as win new clients. We have witnessed double digit increases in our attach rates in the first quarter of 2025 versus the year ago period and we believe we will see further improvements throughout the year.
- We are pleased to have recently completed a credit facility for up to \$60 million and we plan to use the proceeds for potential future acquisitions.
- In summary, we are pleased to have a strong quarter on the books and our team continues to strive for continued success. We remain excited for the opportunities we have through the rest of 2025.

# Company Overview

Payroll and HR for Growing businesses. Asure helps businesses get access to growth capital, stay compliant with HR laws, and win the war for talent with better tools to manage their workforce.

 Nasdaq: ASUR



## All 50 States

CLIENTS AND EMPLOYEES IN ALL 50 STATES

## 8-10 Years

STICKY SOLUTIONS -  
CLIENTS STAY 8-10 YRS

## Diverse Client Base

NO GEOGRAPHIC OR INDUSTRY REVENUE CONCENTRATION

## Insider Ownership

HIGH INSIDER OWNERSHIP FOR PUBLIC COMPANY

### By the Numbers

**\$134-\$138M**

FY2025  
Revenue  
Guidance<sup>(4)</sup>

**96%**

Recurring  
Revenue

**23%-24%**

FY2025  
Adjusted EBITDA  
Margin Guidance<sup>(3)</sup>

**>100,000**

Clients  
Served

**~20%**

Direct  
Clients

**86%**

2024  
Bookings Growth

**93%**

LTM<sup>(2)</sup>  
Net Retention

**2M +**

Employees  
Served

**\$10B+**

Money  
Movement

(1) As of December 2024

(2) As of December 31, 2024. Excludes impact of ERTC related business in recurring and non-recurring base

(3) Net income/(loss) is the closest GAAP measure to Adjusted EBITDA. A reconciliation of GAAP to non-GAAP and Adjusted measures is contained in the Appendix to this presentation. Management does not provide a reconciliation of guidance of GAAP to non-GAAP or adjusted disclosures because management is unable to predict the nature and materiality of non-recurring expenses without unreasonable effort.

(4) Reflects management's current outlook for the business in 2025 and is subject to a number of internal assumptions that may not be realized, and risks and uncertainties. See our SEC filings for more information about the risks to our business.

# Asure's Next Chapter Has Yet to be Written

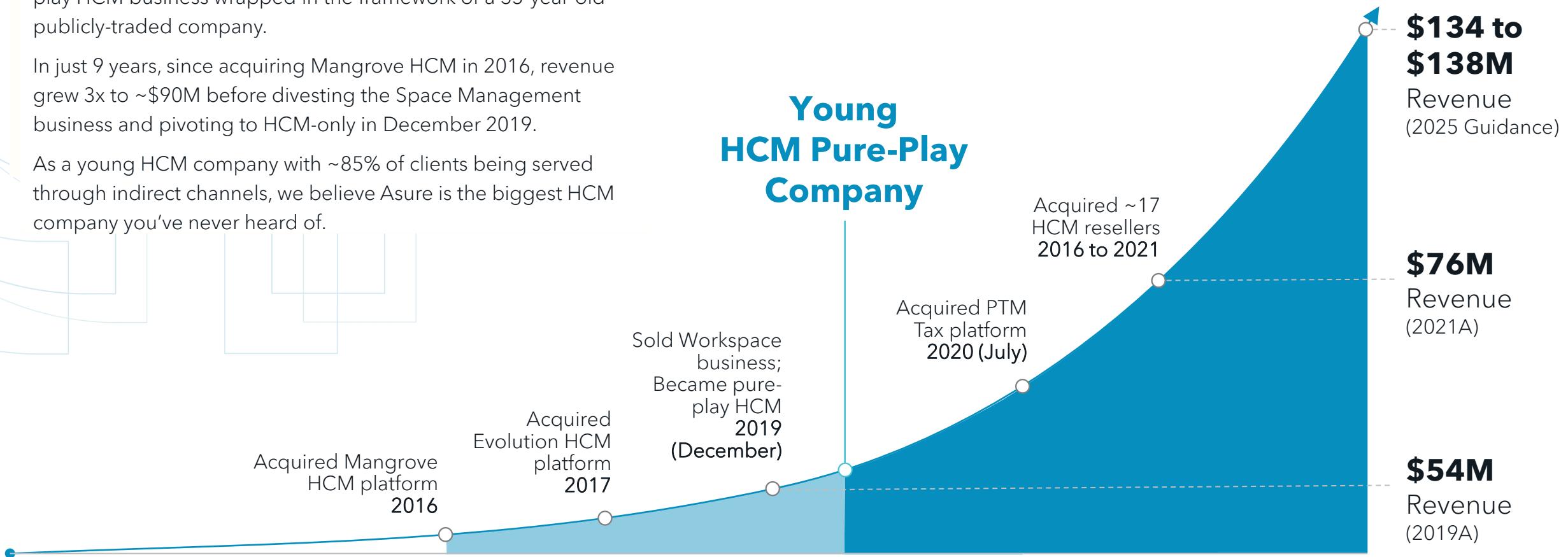
## The Biggest<sup>1</sup> HCM Company You've Never Heard of

Asure has the culture and growth characteristics of a young pure-play HCM business wrapped in the framework of a 35-year-old publicly-traded company.

In just 9 years, since acquiring Mangrove HCM in 2016, revenue grew 3x to ~\$90M before divesting the Space Management business and pivoting to HCM-only in December 2019.

As a young HCM company with ~85% of clients being served through indirect channels, we believe Asure is the biggest HCM company you've never heard of.

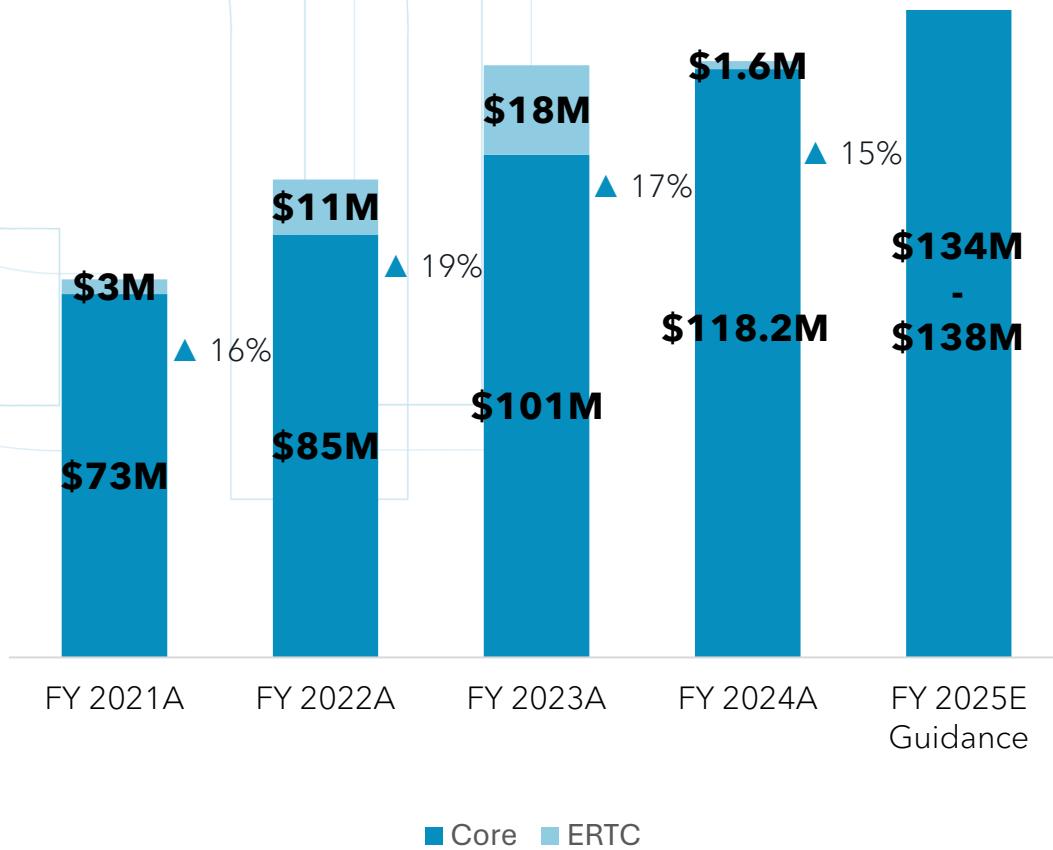
### Young HCM Pure-Play Company



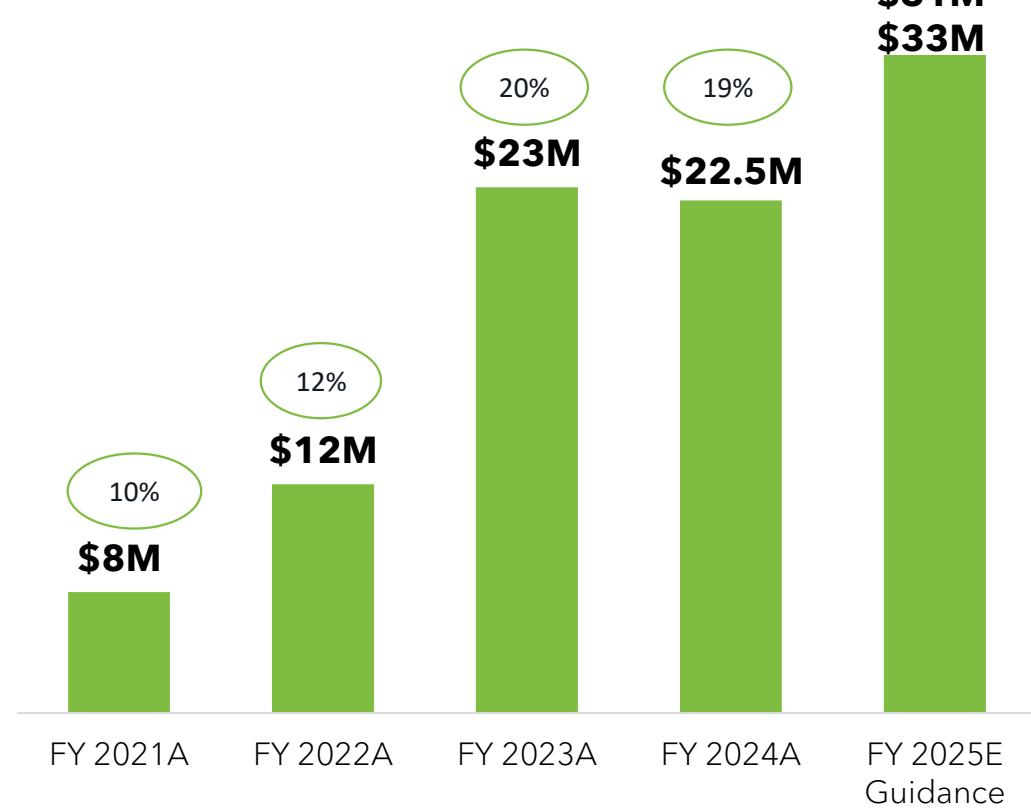
# Strong Financial Profile, Significant Near-Term Growth



## Revenue



## Adjusted EBITDA<sup>1</sup>



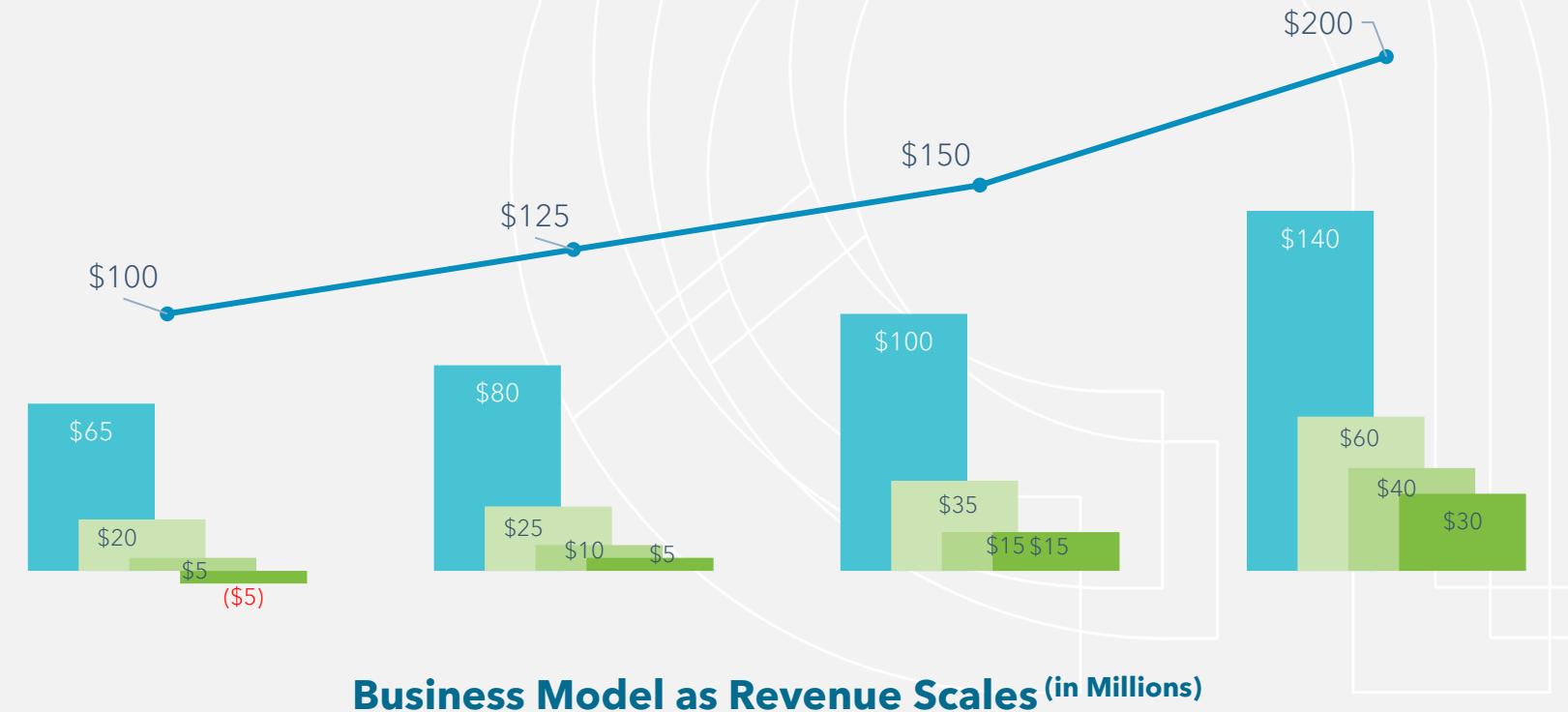
Note FY Ending December 31

(1) Net income/(loss) is the closest GAAP measure to Adjusted EBITDA. A reconciliation of GAAP to non-GAAP and Adjusted measures is contained in the Appendix to this presentation. Management does not provide a reconciliation of guidance of GAAP to non-GAAP or adjusted disclosures because management is unable to predict the nature and materiality of non-recurring expenses without unreasonable effort. Reflects management's current outlook for the business in 2025 and is subject to a number of internal assumptions that may not be realized, and risks and uncertainties. See our SEC filings for more information about the risks to our business.

# Profit Expands as Revenue Composition changes and we achieve Scale

## As Revenue Grows...

- █ Gross Profit
- █ Adjusted EBITDA Approaches ~30%
- █ Operating Income Approaches ~20%
- █ Net Income (Loss)
- Total Revenue



# Asure Go-to-Market Strategy | Three Paths to Growth



## Traditional Organic

Traditional Sales & Marketing

- Net-new clients that we grow
- Proven approach that requires long-term go-to-market investments



Sales Team



Marketing



Cross-sell



## Enhanced Organic

Elevate Reseller's Client Relationship

- Bring current indirect clients into our ecosystem
- Recognize top-line vs only reseller software license
- No migration - Clients already using Asure
- Efficient use of growth capital



Roll-Up



Cross-sell

## Strategic Inorganic

Strategic M&A

- Expand market share, product capabilities, and sales channels
- Disciplined, repeatable integration process
- New clients enter 'Traditional Organic' model for continued growth



Complimentary businesses



Synergies



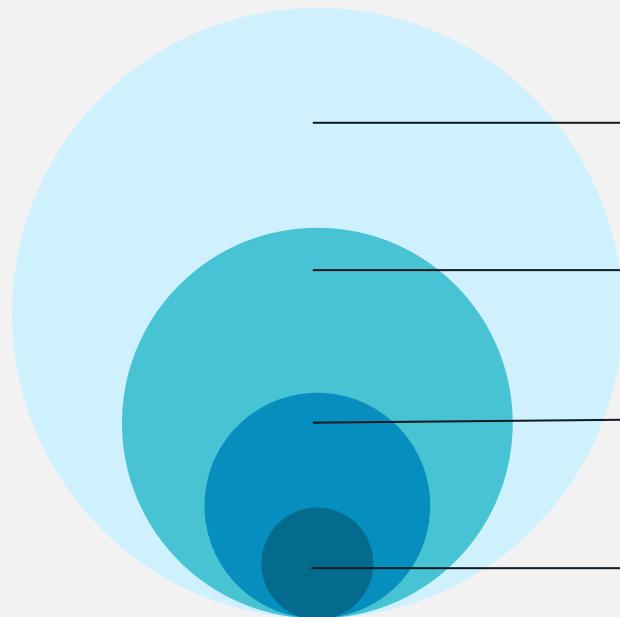
M&A Discipline

Large and Growing Addressable Market

# HCM Business Opportunity



## Market Size



### \$90B+ US HCM TAM

Total US HCM TAM is growing at 7.6% CAGR<sup>(1)</sup>

### \$45B+ Near-Term TAM

50% US HCM is businesses with < 1000 employees<sup>(2)</sup>

### \$29B+ Near-Term SAM

# U.S Employees at firms <500 emp x \$40 PEPM

### \$134M - \$138M<sup>(3)</sup>

Current Penetration: FY2024E Revenue

## Market Tailwinds



*Shift to cloud software driving US HCM TAM growth (CAGR 7.6% through 2025 and reach \$90B+)*



*Tight labor markets have accelerated the need for businesses to adopt HCM software and services*



*Advancements in integrations have increased effectiveness of HCM software for businesses*



*As cost scrutiny increases, HCM software helps reduce penalties for payroll tax and HR compliance*

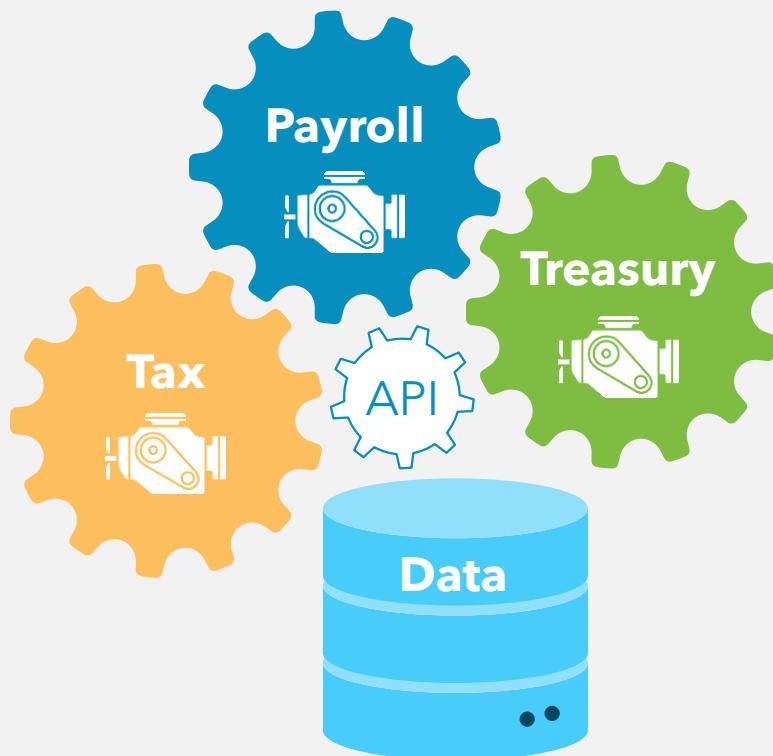
(1) Census, D&B, IHS, Nelson Hall, Market Study Report LLC

(2) Netscribes, Inc.

(3) CY2025E Revenue Guidance

Anatomy of Human Capital Management (HCM) Business

# One Platform, Smartly Architected for Scale



## Decoupled Platform Serves Multiple Markets



### HCM DIRECT

Full-suite HCM software and services for small businesses from a single screen



### PAYROLL TAX DIRECT

Large, multi-state enterprises face the same payroll tax challenges as payroll companies



### HCM INDIRECT

Regional and vertical niche providers license one or all HCM components



### PAYROLL TAX INDIRECT

HCM software companies need tax and treasury tools to compete against ADP and Paychex



### MARKETPLACE

HCM platform stores demographic and transactional data that can enable third party solutions to offer valuable services to employers and employees

Anatomy of Human Capital Management (HCM) Business

# Payroll & HR Engine



## Recruiting

Automate job-board reach to win the war for talent



## Payroll & HR

Businesses manage payroll, benefits, and HR



## Self-Service

Employees manage data, time, paystubs, W2, etc.



## On-Demand Pay

Earned wage access, FDIC account, Visa Debit Card



## Payroll Processing

Calc gross pay, taxes, deductions, and net pay

## Time & Attendance

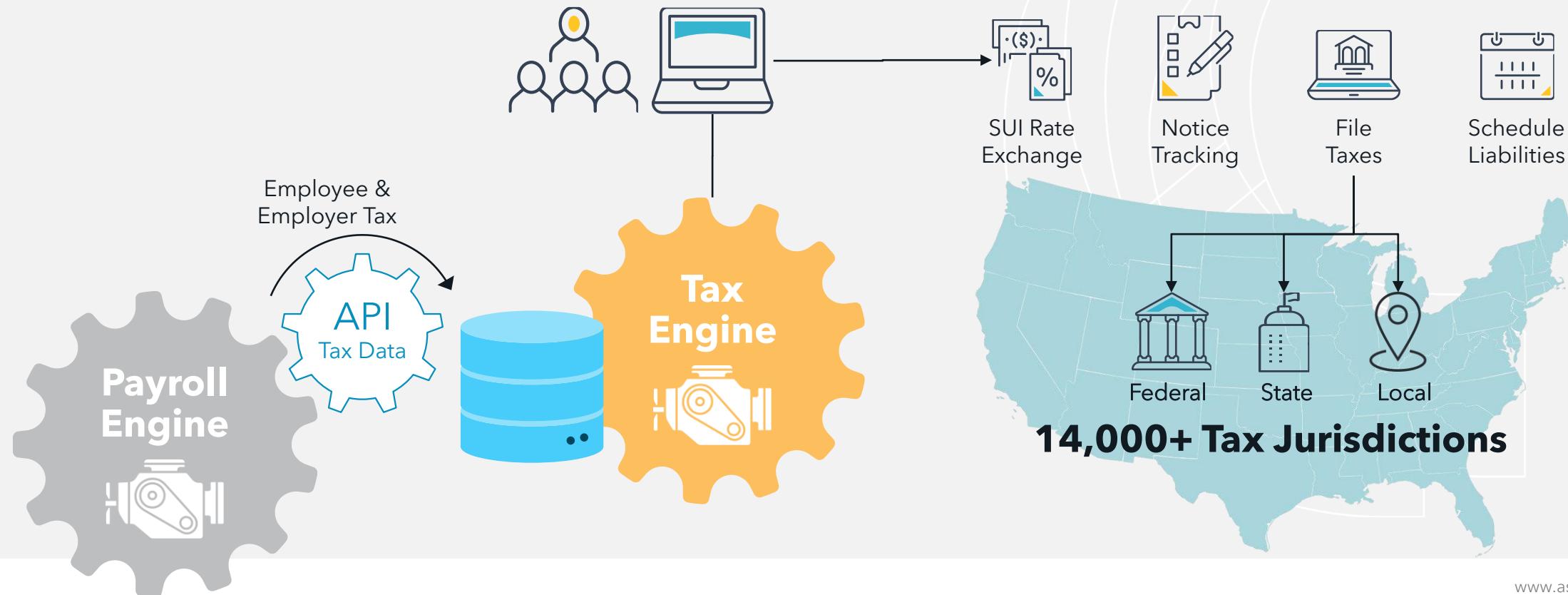
Captures time, tracks accruals, sends hours & labor allocation to payroll



PAY SLIP						Pay Period: ___/___	
GROSS PAY		CURRENT	YTD	TAXES		CURRENT	YTD
Salary		-----	-----	Federal Income Tax		-----	-----
Rate		-----	-----	State Income Tax		-----	-----
Reg Hours		-----	-----	Social Security		-----	-----
OT Hours		-----	-----	Medicare		-----	-----
DEDUCTIONS		CURRENT	YTD	Local Tax		CURRENT	YTD
Insurance		-----	-----			-----	-----
401k		-----	-----			-----	-----
Child Support		-----	-----			-----	-----
SUMMARY		CURRENT	YTD	NET PAY		CURRENT	YTD
Total Pay		-----	-----	Checking		-----	-----
Taxes		-----	-----	Savings		-----	-----
Deductions		-----	-----	529 Plan		-----	-----
Net Pay		-----	-----			-----	-----

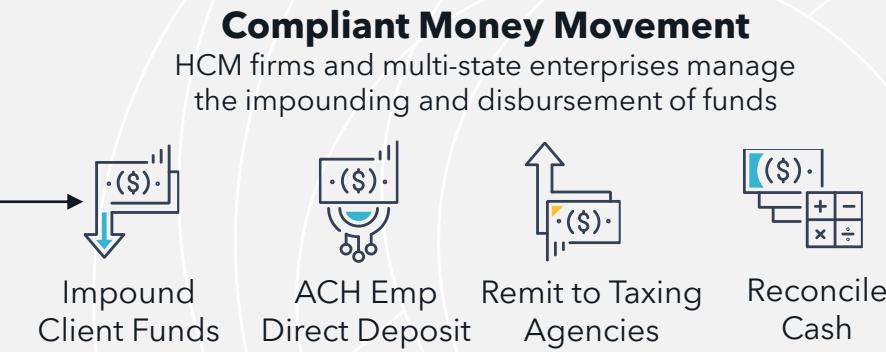
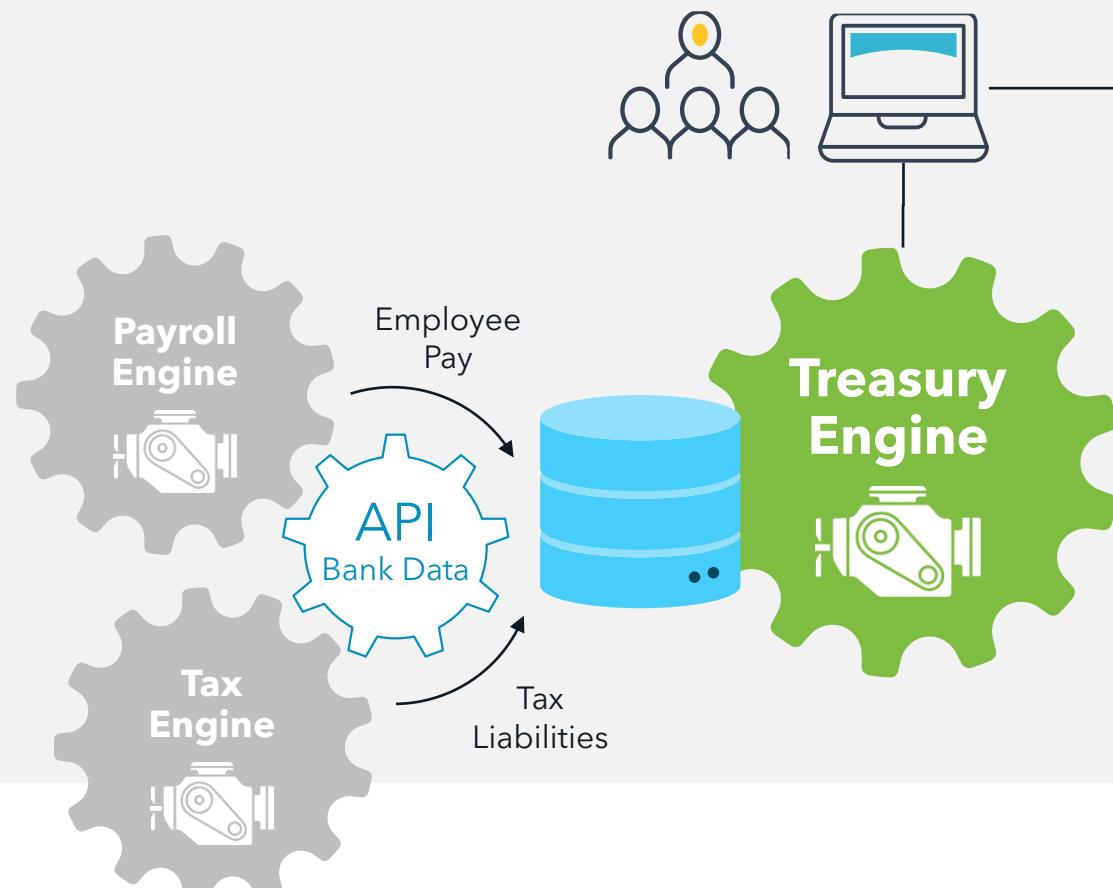
Anatomy of HCM Business

# Tax Engine



Anatomy of HCM Business

# Treasury Engine



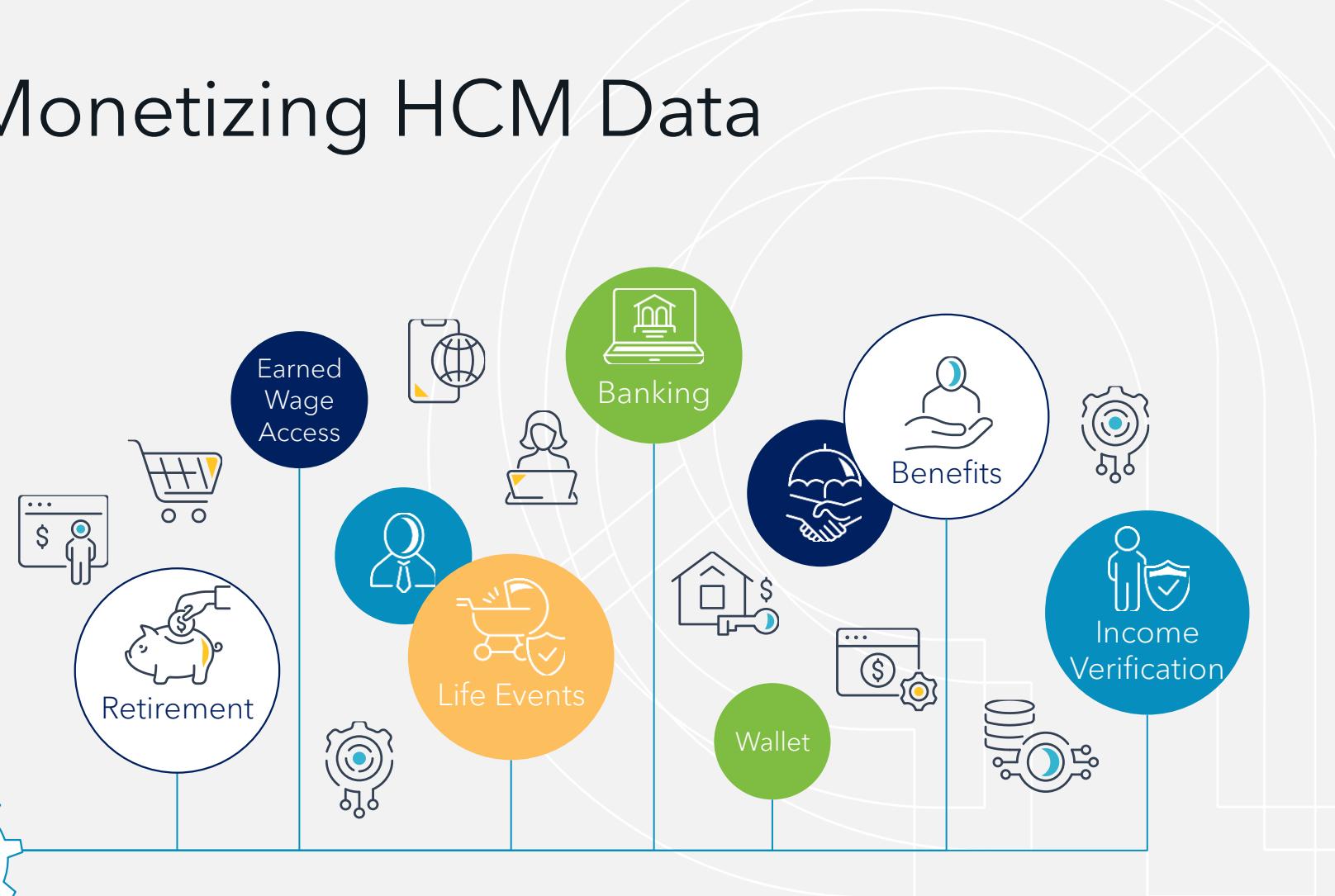
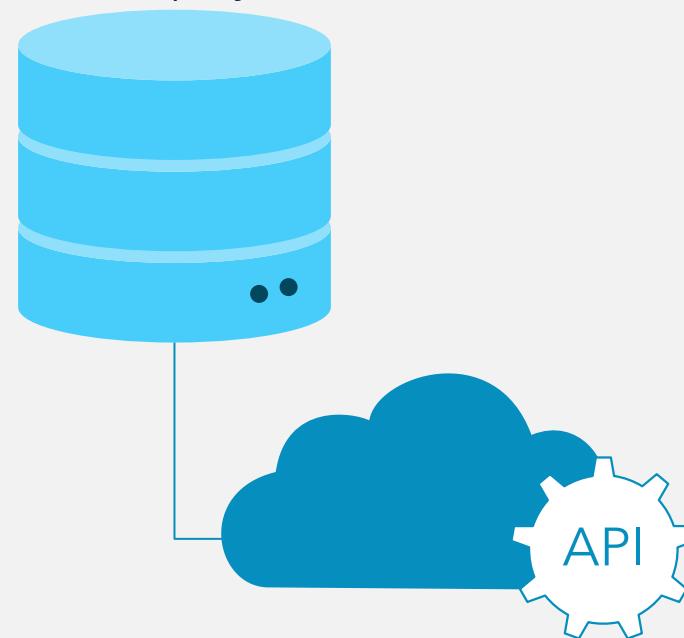
Anatomy of HCM Business

# Marketplace | Monetizing HCM Data



## Today's Data Set

>100k Employers  
2M+ Employees



# HCM | End-To-End Solution



**Powering growth for >100K employers**



## Managing Talent

Labor shortage is making it harder to find talent and requires businesses to optimize workforce management



## Access to Capital

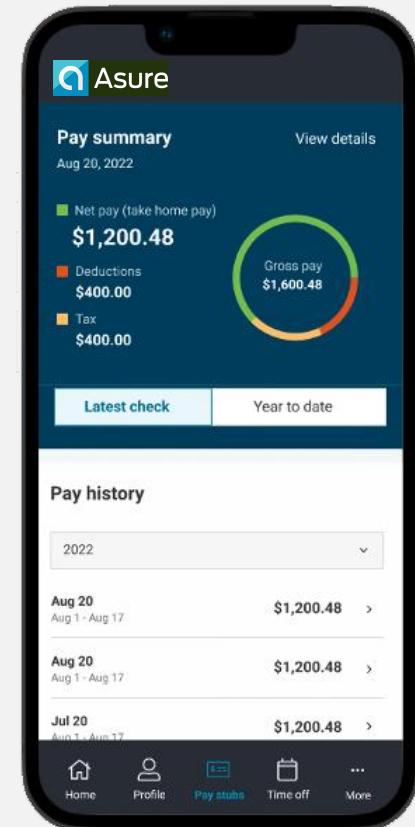
Inflation, monetary policy, and rigid bank lending standards are making it difficult to fund a small business



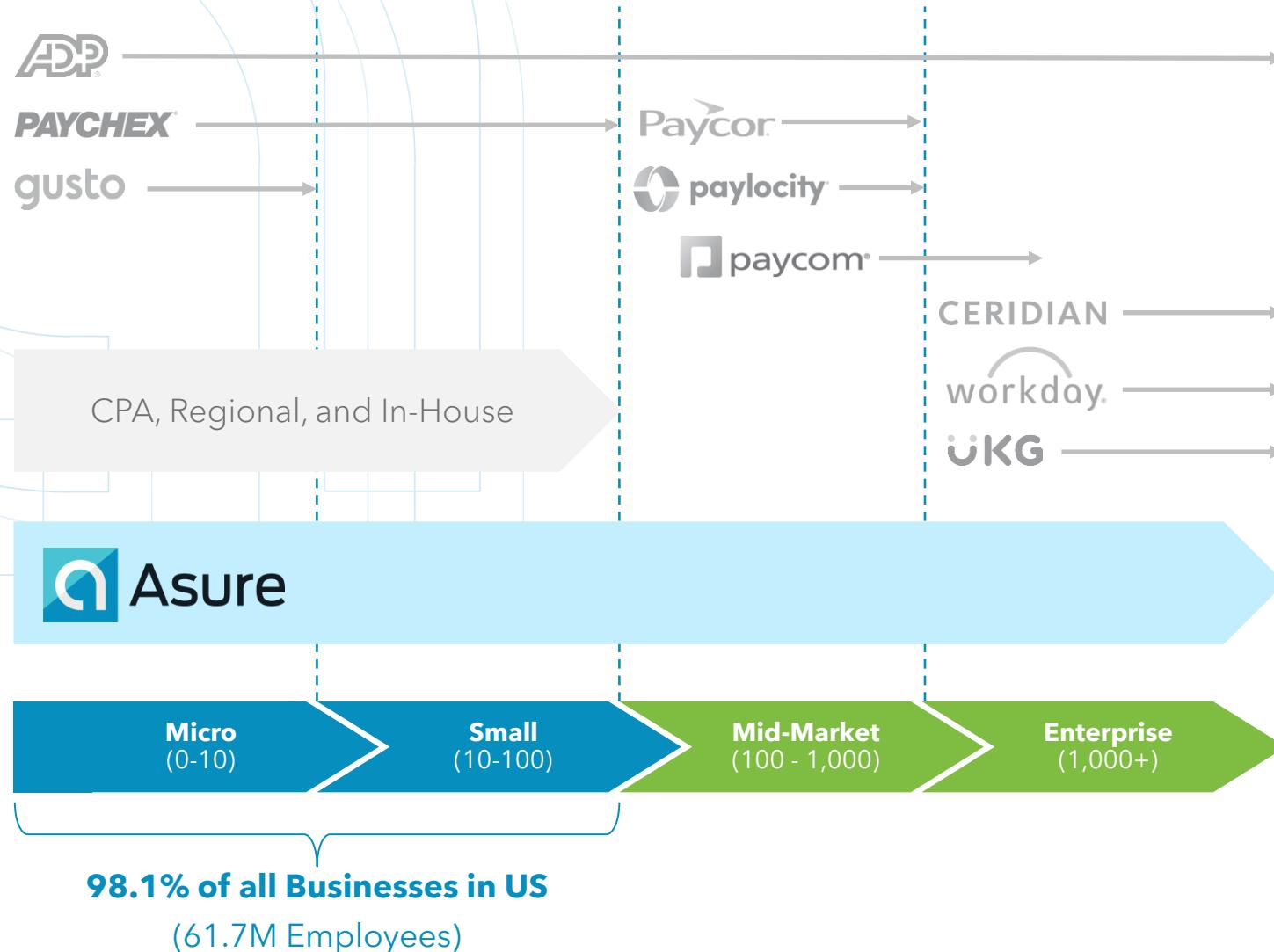
## Staying Compliant

Explosion of new Federal, State, and Local HR laws is impossible to keep up with and creates a crushing administrative burden

**Empowering freedom for 2M+ employees**



# HCM Business | Competitive Landscape



## Companies with 1-1000 Employees

ADP and Paychex are Asure's largest competitors with more presence in major markets, but they also create the largest opportunity with significant churn. Many rely on their CPA or in-house software like QuickBooks.

## Mid-Market & Enterprise

Paylocity, Paycom, and Paycor are fast growing providers for medium to large sized businesses.

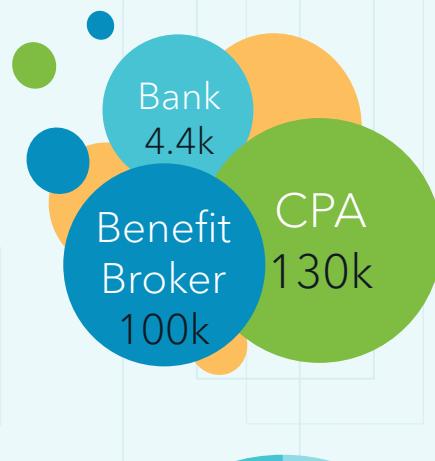
ADP, UKG, Workday, and Ceridian serve large and enterprise customers in all geographic markets

Asure offers an Enterprise-grade Payroll Tax Management Platform that enables clients to streamline payroll tax processing, avoid risk, and grow their business

# HCM | How, Why, and Where We Win

## How Clients Find Asure

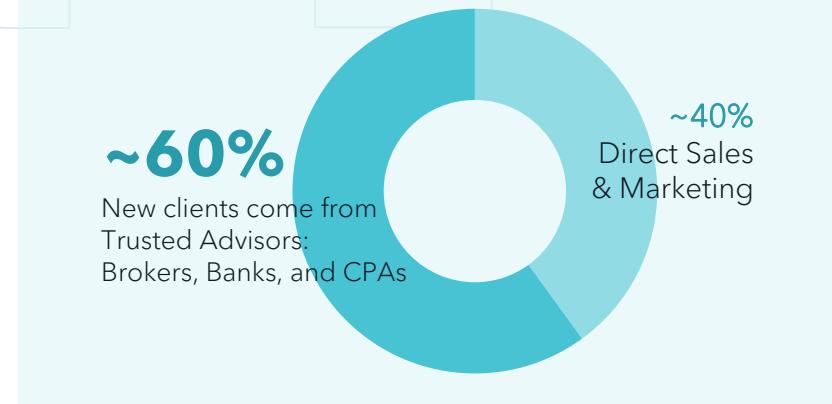
Trusted Advisor Universe



**~60%**

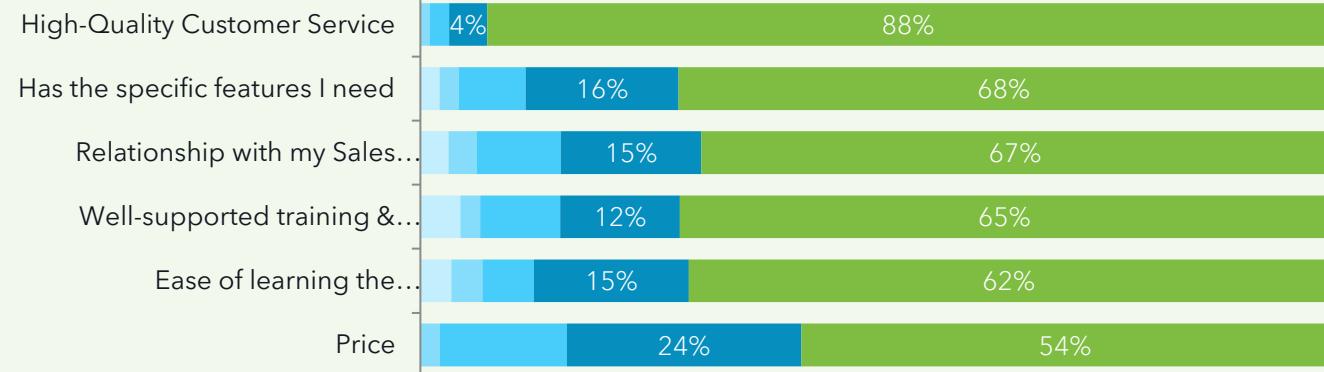
New clients come from  
Trusted Advisors;  
Brokers, Banks, and CPAs

**~40%**  
Direct Sales  
& Marketing



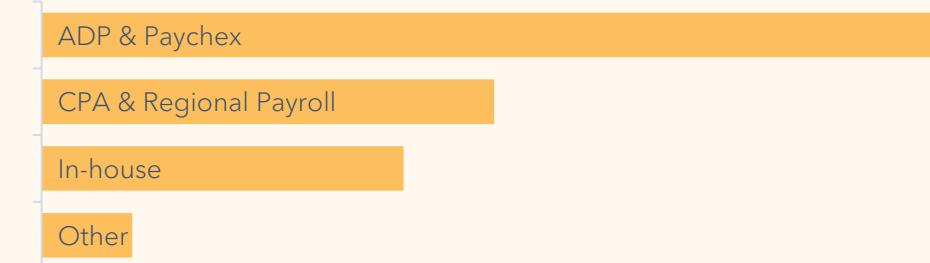
## Why Clients Choose Asure\*

Legend: 1 or 2 (Not Important)   3 or 4   5 or 6   7 or 8   9 or 10 (Extremely Important)

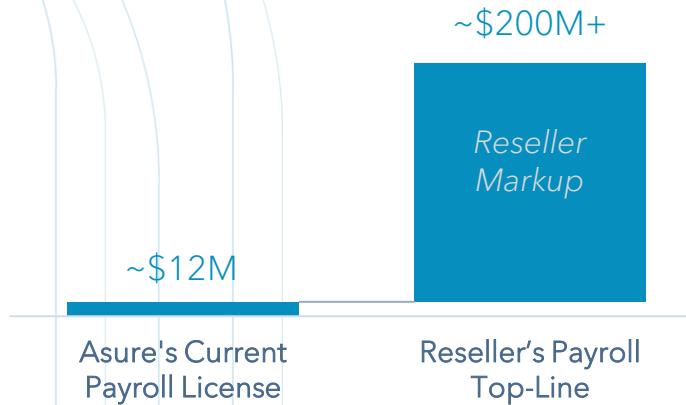


## Where Clients Come From\*

ADP & Paychex churn  
represents \*50%+  
of new clients



# Acquisitive Growth | Reseller Roll-Up



## 200+ Resellers

- Reseller's top line is ~10 to 15x+ our license fees
- Highly accretive acquisitions
- Clients already use Asure's software
  - No data conversion
  - No software migration
  - No user retraining

## Acquisition Economics

	Reseller	Asure
Direct Revenue	\$1M	
Reseller Revenue		\$.1M
Total Revenue	\$1M	\$.1M
Gross Profit	\$.6M	\$.07M
OPEX	\$.4M	\$.02M
Seller Discretion	\$.2M	n/a
Net Profit	\$0	\$.05M
Cash Flow	\$0	\$.05M

Acquire
Purchase Price ~2x Revenue
\$2M

Asure Post-Acquisition	Year #1	Year #2	Year #3	Year #4
	\$1M	\$1M	\$1M	\$1M
	(\$.1M)	(\$.1M)	(\$.1M)	(\$.1M)
	\$.9M	\$.9M	\$.9M	\$.9M
	\$.6M	\$.6M	\$.6M	\$.6M
	\$.1M	\$.1M	\$.1M	\$.1M
	n/a	n/a	n/a	n/a
	\$.5M	\$.5M	\$.5M	\$.5M
	\$.5M	\$.5M	\$.5M	\$.5M
	\$1.5M	\$1.0M	\$0.5M	\$0

Revenue grows ~10x recognizing 100% of topline

Highly profitable accretive revenue

Cash generation; Payback ~4 years

\* This example is based on Asure's internal estimates, which is being provided to show how the acquisition of a reseller could affect Asure's financial results after the acquisition. This is an example only and should not be relied on as a predictor of Asure's financial results after an acquisition.

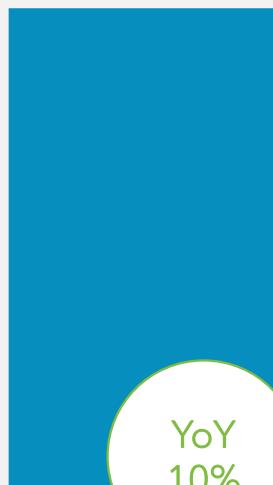
# Select Financial Data

# 1Q25 Financial Highlights



Total  
Revenue

\$34.9



YoY  
10%

Recurring  
Revenue

\$33.2



YoY  
10%

Total Revenue  
excl. ERTC

\$34.7



YoY  
13%

Net Loss

\$(2.4)



YoY  
-\$2.1m

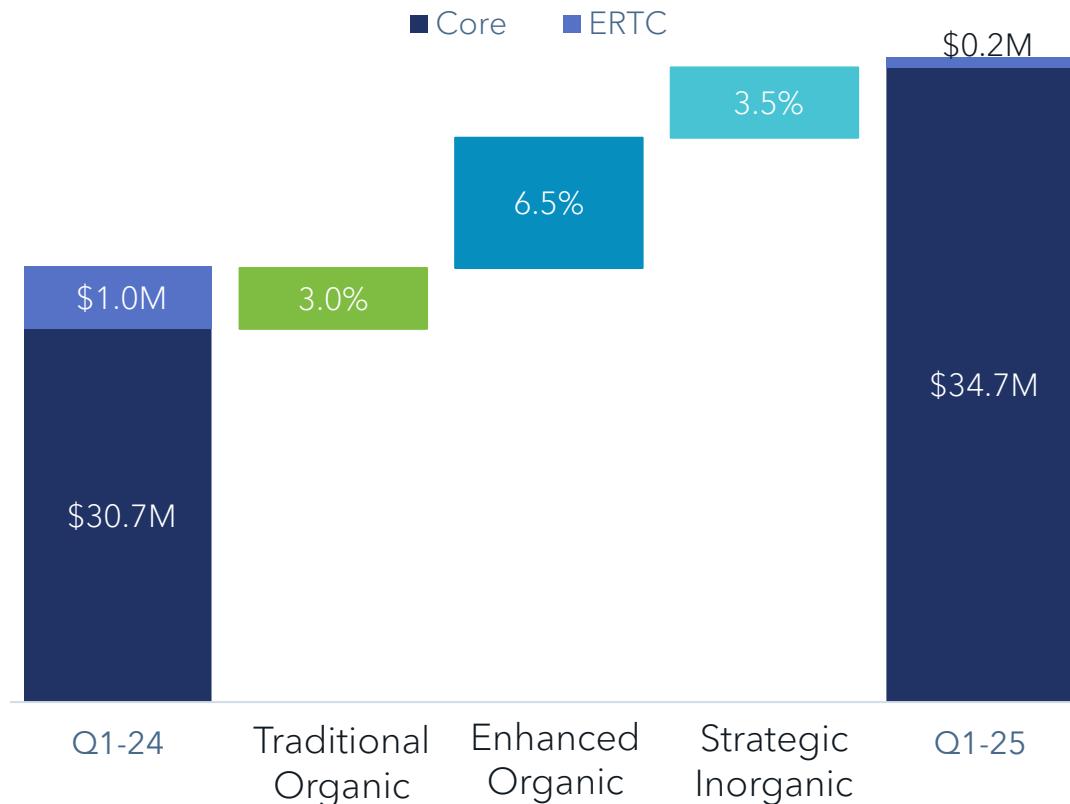
Adjusted  
EBITDA

\$7.3

YoY  
7%

\*All figures presented in millions

## YoY Revenue: 1Q24 Bridge to 1Q25



# Growth Results



**Year over year performance**

### Waterfall Definitions

- Traditional Organic consists of the net revenue generated from new bookings, price increases, and same-store-sales minus churn.
- Enhanced Organic consists of revenue generated from client acquisitions in existing product lines since the prior period
- Strategic Inorganic consists of revenue generated in current period from client or company acquisitions that expand Asure's product lines and sales channels

# Select Financial Data



in \$Millions	1Q24	4Q24	1Q25
Cash and Equivalents	23.2	21.4	14.1
Total Equity	197.6	197.3	197.6
Debt	5.3	12.7	14.1
Client Funds Assets	240.0	192.6	257.0
Outstanding Shares (as of 03-31-2025)	~26.9		
Enterprise Value (as of 4-29-2025)	\$270M		
Average Daily Volume 90 day	~105k		

Management Ownership (as of 03/31/2025)	
Chairman and CEO Pat Goepel	~5%
All board directors and executive officers as a group	~8%



52 week low  
**\$6.89**

Price as of  
04/29/2025  
**\$10.06**

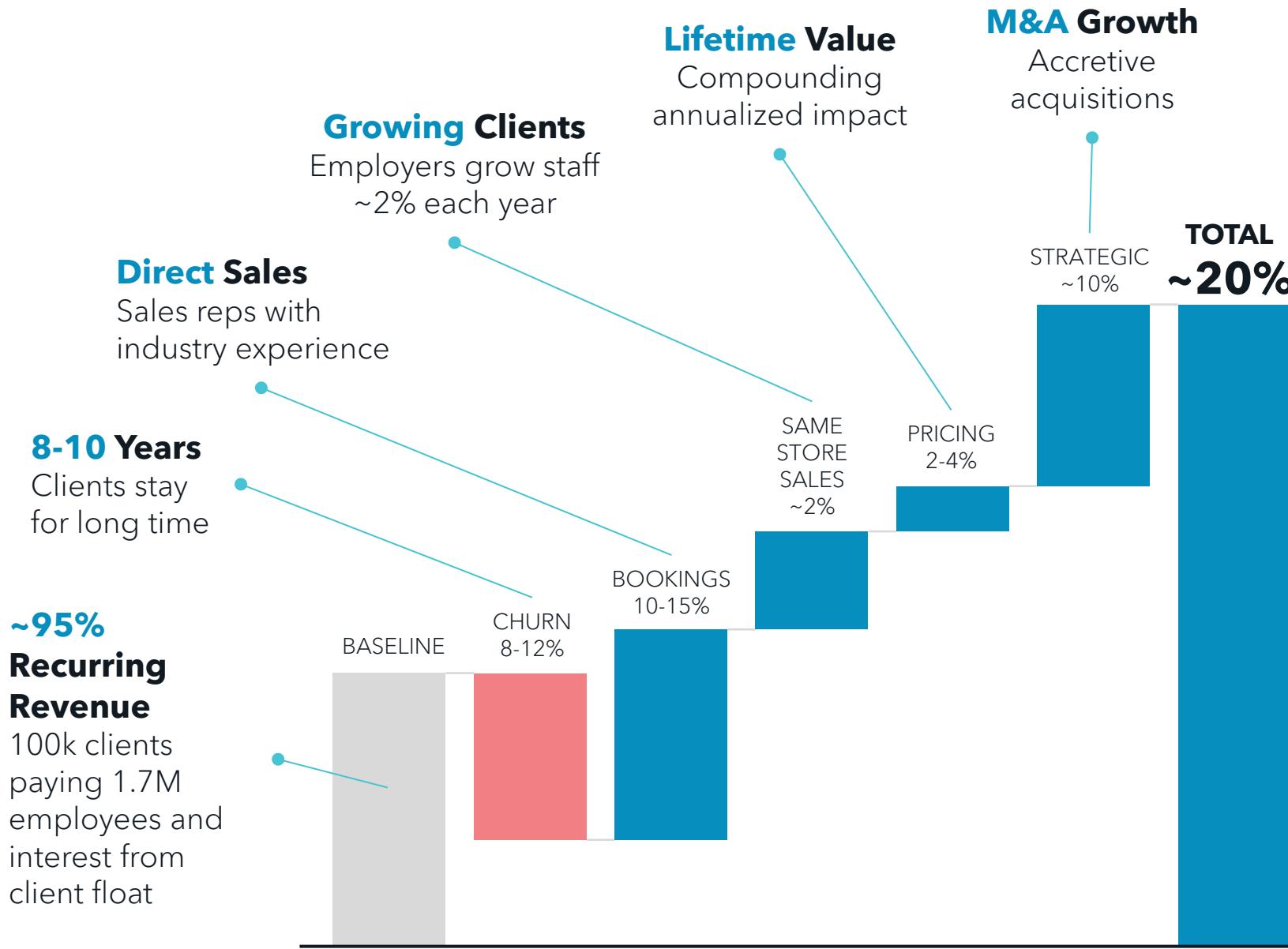
52 week high  
**\$12.74**

# Valuation Expansion Opportunity

	Asure	paycom <sup>®</sup>	ADP <sup>®</sup>	paylocity <sup>®</sup>	PAYCHEX <sup>®</sup>
<b>EV / Revenue</b>	1.8x	5.6x	5.6x	6.1x	8.2x
<b>Revenue Growth</b>	13%	8%	6%	12%	4%
<b>EBITDA Margin</b>	23%	41%	29%	35%	46%
<b>Revenue Growth + EBITDA Margin</b>	36%	49%	35%	47%	50%
<b>Implied Asure Stock Price* at Same Valuations</b>	<b>\$10</b>	<b>\$28</b>	<b>\$29</b>	<b>\$31</b>	<b>\$40</b>

\*Data source: Capital IQ

\*Numbers and multiples are rounded and are based on calendar 2025 Street mean as of 4/21/25; Asure figures based on mid-point of 2025 guidance ranges.



# HCM Growth Model



Long-term growth model with multiple ways to achieve ~20% revenue growth

# **Disclosure Regarding Non-GAAP and Adjusted Financial Measures (1 of 4)**



This presentation includes information about bookings, non-GAAP gross profit, non-GAAP sales and marketing expense, non-GAAP general and administrative expense, non-GAAP research and development expense, EBITDA, EBITDA margin, adjusted EBITDA, and adjusted EBITDA margin. These non-GAAP and adjusted financial measures are measurements of financial performance that are not prepared in accordance with U.S. generally accepted accounting principles and computational methods may differ from those used by other companies. Non-GAAP and adjusted financial measures are not meant to be considered in isolation or as a substitute for comparable GAAP measures and should be read only in conjunction with the Company's Condensed Consolidated Financial Statements prepared in accordance with GAAP. Non-GAAP and adjusted financial measures are reconciled to GAAP in the tables set forth in this presentation and are subject to reclassifications to conform to current period presentations.

This presentation includes revisions to prior periods to conform with current period presentations.

Bookings represent estimated new first year contracted revenue value for recurring and non-recurring services sold in the period.

Non-GAAP gross profit differs from gross profit in that it excludes amortization, share-based compensation, and one-time items.

Non-GAAP sales and marketing expense differs from sales and marketing expense in that it excludes share-based compensation and one-time items.

Non-GAAP general and administrative expense differs from general and administrative expense in that it excludes share-based compensation and one-time items.

## Disclosure Regarding Non-GAAP and Adjusted Financial Measures (2 of 4)



Non-GAAP research and development expense differs from research and development expense in that it excludes share-based compensation and one-time items.

EBITDA differs from net income (loss) in that it excludes items such as interest, income taxes, depreciation, and amortization. Asure is unable to predict with reasonable certainty the ultimate outcome of these exclusions without unreasonable effort.

Adjusted EBITDA differs from EBITDA in that it excludes share-based compensation, other income (expense), net and one-time expenses. Asure is unable to predict with reasonable certainty the ultimate outcome of these exclusions without unreasonable effort.

All adjusted and non-GAAP measures presented as "margin" are computed by dividing the applicable adjusted financial measure by total revenue.

Specifically, as applicable to the respective financial measure, management is adjusting for the following items when calculating non-GAAP and adjusted financial measures as applicable for the periods presented. No additional adjustments have been made for potential income tax effects of the adjustments based on the Company's current and anticipated *de minimis* effective federal tax rate, resulting from the Company's continued losses for federal tax purposes and its tax net operating loss balances.

**Share-Based Compensation Expenses.** The Company's compensation strategy includes the use of share-based compensation to attract and retain employees and executives. It is principally aimed at aligning their interests with those of our stockholders and at long-term employee retention, rather than to motivate or reward operational performance for any particular period. Thus, share-based compensation expense varies for reasons that are generally unrelated to operational decisions and performance in any particular period.

## Disclosure Regarding Non-GAAP and Adjusted Financial Measures (3 of 4)



**Depreciation.** The Company excludes depreciation of fixed assets. Also included in the expense is the depreciation of capitalized software costs.

**Amortization of Purchased Intangibles.** The Company views amortization of acquisition-related intangible assets, such as the amortization of the cost associated with an acquired company's research and development efforts, trade names, customer lists and customer relationships, and acquired lease intangibles, as items arising from pre-acquisition activities determined at the time of an acquisition. While these intangible assets are continually evaluated for impairment, amortization of the cost of purchased intangibles is a static expense, one that is not typically affected by operations during any particular period.

**Interest Expense, Net.** The Company excludes accrued interest expense, the amortization of debt discounts and deferred financing costs.

**Income Taxes.** The Company excludes income taxes, both at the federal and state levels.

# Disclosure Regarding Non-GAAP and Adjusted Financial Measures (4 of 4)



**One-Time Expenses.** The Company's adjusted financial measures exclude the following costs to normalize comparable reporting periods, as these are generally non-recurring expenses that do not reflect the ongoing operational results. These items are typically not budgeted and are infrequent and unusual in nature.

- **Settlements, Penalties and Interest.** The Company excludes legal settlements, including separation agreements, penalties and interest that are generally one-time in nature and not reflective of the operational results of the business.
- **Acquisition and Transaction Related Costs.** The Company excludes these expenses as they are transaction costs and expenses that are generally one-time in nature and not reflective of the underlying operational results of our business. Examples of these types of expenses include legal, accounting, regulatory, other consulting services, severance and other employee costs.
- **Other non-recurring Expenses.** The Company excludes these as they are generally non-recurring items that are not reflective of the underlying operational results of the business and are generally not anticipated to recur. Some examples of these types of expenses, historically, have included write-offs or impairments of assets, demolition of office space and cybersecurity consultants.
- **Other (Expense) Income, Net.** The Company's adjusted financial measures exclude Other (Expense) Income, Net because it includes items that are not reflective of the underlying operational results of the business, such as loan forgiveness, adjustments to contingent liabilities and credits earned as part of the CARES Act, passed by Congress in the wake of the coronavirus pandemic.

# Appendix

Unaudited Supplemental  
Quarterly Financial  
Information

# Information Regarding Unaudited Supplemental Quarterly Financial Information

- The Unaudited Supplemental Quarterly Financial Information in the appendix of this presentation reflect Asure Software, Inc.'s (the "Company") financial statements for the periods presented give effect in prior periods certain reclassifications reflected in the Company's annual report on Form 10-K filed on March 6, 2025.
- The Company is providing this financial information to assist investors in identifying trends in the Company's HCM business and to enable the comparison of the Company's current financial results to its historical results. This financial information has not been audited or reviewed by the Company's independent registered accounting firm, nor does it contain footnotes or other information that may be required under Generally Accepted Accounting Standards (GAAP) or applicable securities laws. It is being provided for illustration purposes only and should not be relied upon to make investment decisions. Please see the Company's annual reports on Form 10-K filed on February 27, 2023, February 26, 2024, and March 6, 2025, as well as the Company's quarterly reports on Form 10-Q filed on May 8, 2023, August 7, 2023, November 13, 2023, May 2, 2024, August 1, 2024, October 31, 2024 and May 1, 2025, for information about the Company's actual financial results.
- Nothing in this supplemental quarterly financial information shall be deemed to amend or restate any of the financial information included with the Company's annual reports and quarterly reports on file with the SEC. The Company does not consider this presentation of the financial information material and provides it merely as a tool to aid its investors and other third parties in understanding the Company's historical financial results.

# Balance Sheets (Unaudited)



	Jun. 30, 2023	Sep. 30, 2023	Dec. 31, 2023	Mar. 31, 2024	Jun. 30, 2024	Sep. 30, 2024	Dec. 31, 2024	Mar. 31, 2025
<b>ASSETS</b>								
<b>Current assets:</b>								
Cash and cash equivalents	\$ 21,613	\$ 32,787	\$ 30,317	\$ 23,166	\$ 20,736	\$ 11,248	\$ 21,425	\$ 14,076
Accounts receivable, net of allowance for credit losses	16,629	15,133	14,202	15,074	16,273	17,233	18,154	15,800
Inventory	134	93	155	205	263	233	195	220
Prepaid expenses and other current assets	3,960	3,907	3,471	4,187	4,636	4,586	4,888	5,970
Total current assets before funds held for clients	42,336	51,920	48,145	42,632	41,908	33,300	44,662	36,066
Funds held for clients	186,517	172,503	219,075	239,808	190,438	193,589	192,615	257,019
<b>Total current assets</b>	<b>228,853</b>	<b>224,423</b>	<b>267,220</b>	<b>282,440</b>	<b>232,346</b>	<b>226,889</b>	<b>237,277</b>	<b>293,085</b>
Property and equipment, net	12,588	13,436	14,517	15,822	17,189	18,490	19,669	20,999
Goodwill	86,011	86,011	86,011	86,011	86,011	94,724	94,724	94,724
Intangible assets, net	60,635	57,326	62,082	70,960	70,319	73,429	69,114	73,003
Operating lease assets, net	5,898	5,265	4,991	4,674	4,484	4,401	4,041	4,403
Other assets, net	7,033	8,036	9,047	9,431	9,769	10,176	11,813	12,727
<b>Total assets</b>	<b>\$ 401,018</b>	<b>\$ 394,497</b>	<b>\$ 443,868</b>	<b>\$ 469,338</b>	<b>\$ 420,118</b>	<b>\$ 428,109</b>	<b>\$ 436,638</b>	<b>\$ 498,941</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>								
<b>Current liabilities:</b>								
Current portion of notes payable	\$ 6,557	\$ 195	\$ 27	\$ 23	\$ 18	\$ -	\$ 7,008	\$ 7,948
Accounts payable	1,365	1,696	2,570	1,610	1,240	1,317	1,364	2,475
Accrued compensation and benefits	4,826	5,770	6,519	3,399	3,540	4,277	4,485	2,911
Operating lease liabilities, current	1,525	1,510	1,490	1,510	1,537	1,600	1,438	1,432
Other accrued liabilities	6,542	5,170	3,862	7,170	7,524	8,287	6,600	6,071
Contingent purchase consideration	2,299	-	-	-	-	-	-	-
Deferred revenue	3,293	3,392	6,853	3,547	3,030	3,029	8,363	4,662
<b>Total current liabilities before client fund obligations</b>	<b>26,407</b>	<b>17,733</b>	<b>21,321</b>	<b>17,259</b>	<b>16,889</b>	<b>18,510</b>	<b>29,258</b>	<b>25,499</b>
Client fund obligations	188,863	175,056	220,019	241,141	191,794	193,951	194,378	258,586
<b>Total current liabilities</b>	<b>215,270</b>	<b>192,789</b>	<b>241,340</b>	<b>258,400</b>	<b>208,683</b>	<b>212,461</b>	<b>223,636</b>	<b>284,085</b>
Long-term liabilities:								
Deferred revenue	1,334	666	16	960	3,224	2,276	3,430	3,321
Deferred tax liability	1,589	1,614	1,728	1,751	1,983	2,116	2,612	2,903
Notes payable, net of current portion	30,226	2,633	4,282	5,256	5,985	7,506	5,709	6,172
Operating lease liabilities, noncurrent	5,631	4,956	4,638	4,281	4,029	3,832	3,578	3,892
Other liabilities	154	177	209	1,015	683	765	358	905
Total long-term liabilities	38,934	10,046	10,873	13,263	15,904	16,495	15,687	17,193
<b>Total liabilities</b>	<b>254,204</b>	<b>202,835</b>	<b>252,213</b>	<b>271,663</b>	<b>224,587</b>	<b>228,956</b>	<b>239,323</b>	<b>301,278</b>
Stockholders' equity:								
Common stock, \$.01 par value	211	252	254	258	259	265	267	271
Treasury stock at cost	(5,017)	(5,017)	(5,017)	-	-	-	-	-
Additional paid-in capital	438,767	485,981	487,973	494,537	496,743	502,920	504,849	507,149
Accumulated deficit	(284,652)	(286,858)	(290,440)	(295,761)	(300,121)	(304,022)	(307,226)	(309,624)
Accumulated other comprehensive loss	(2,495)	(2,696)	(1,115)	(1,359)	(1,350)	(10)	(575)	(133)
<b>Total stockholders' equity</b>	<b>146,814</b>	<b>191,662</b>	<b>191,655</b>	<b>197,675</b>	<b>195,531</b>	<b>199,153</b>	<b>197,315</b>	<b>197,663</b>
<b>Total liabilities and stockholders' equity</b>	<b>\$ 401,018</b>	<b>\$ 394,497</b>	<b>\$ 443,868</b>	<b>\$ 469,338</b>	<b>\$ 420,118</b>	<b>\$ 428,109</b>	<b>\$ 436,638</b>	<b>\$ 498,941</b>

(\$ in thousands)

# Income Statements (Unaudited)



THREE MONTHS ENDED	Jun. 30, 2023	Sep. 30, 2023	Dec. 31, 2023	Mar. 31, 2024	Jun. 30, 2024	Sep. 30, 2024	Dec. 31, 2024	Mar. 31, 2025
<b>Revenue:</b>								
Recurring	\$ 22,960	\$ 23,833	\$ 24,985	\$ 30,273	\$ 27,051	\$ 28,626	\$ 28,521	\$ 33,187
Professional services, hardware and other	7,460	5,501	1,279	1,379	993	678	2,271	1,667
<b>Total revenue</b>	<b>30,420</b>	<b>29,334</b>	<b>26,264</b>	<b>31,652</b>	<b>28,044</b>	<b>29,304</b>	<b>30,792</b>	<b>34,854</b>
Cost of sales	8,402	8,054	8,425	9,045	9,176	9,600	9,864	10,246
<b>Gross profit</b>	<b>22,018</b>	<b>21,280</b>	<b>17,839</b>	<b>22,607</b>	<b>18,868</b>	<b>19,704</b>	<b>20,928</b>	<b>24,608</b>
Operating expenses:								
Sales and marketing	8,515	6,597	6,422	7,767	6,924	6,680	6,945	8,386
General and administrative	10,336	9,294	9,747	10,063	10,118	10,378	9,940	11,900
Research and development	1,325	1,803	1,739	1,769	1,962	1,973	2,103	2,029
Amortization of intangible assets	3,294	3,333	3,694	3,449	4,046	4,295	4,432	4,308
<b>Total operating expenses</b>	<b>23,470</b>	<b>21,027</b>	<b>21,602</b>	<b>23,048</b>	<b>23,050</b>	<b>23,326</b>	<b>23,420</b>	<b>26,623</b>
<b>(Loss) Income from operations</b>	<b>(1,452)</b>	<b>253</b>	<b>(3,763)</b>	<b>(441)</b>	<b>(4,182)</b>	<b>(3,622)</b>	<b>(2,492)</b>	<b>(2,015)</b>
Interest (expense) income, net	(1,593)	(782)	24	156	53	(109)	(211)	(280)
Other income (expense), net	(93)	(1,800)	(1)	10	-	-	(2)	188
<b>(Loss) Income from operations before income taxes</b>	<b>(3,138)</b>	<b>(2,329)</b>	<b>(3,740)</b>	<b>(275)</b>	<b>(4,129)</b>	<b>(3,731)</b>	<b>(2,705)</b>	<b>(2,107)</b>
Income tax (expense) benefit	(627)	123	158	(33)	(231)	(170)	(499)	(291)
<b>Net (loss) income</b>	<b>(3,765)</b>	<b>(2,206)</b>	<b>(3,582)</b>	<b>(308)</b>	<b>(4,360)</b>	<b>(3,901)</b>	<b>(3,204)</b>	<b>(2,398)</b>
Other comprehensive (loss) income:								
Unrealized income (loss) on marketable securities	(493)	(201)	1,581	(244)	9	1,340	(565)	442
<b>Comprehensive (loss) income</b>	<b>\$ (4,258)</b>	<b>\$ (2,407)</b>	<b>\$ (2,001)</b>	<b>\$ (552)</b>	<b>\$ (4,351)</b>	<b>\$ (2,561)</b>	<b>\$ (3,769)</b>	<b>\$ (1,956)</b>

(\$ in thousands)

# Statements of Cash Flows (Unaudited)



THREE MONTHS ENDED	Jun. 30, 2023	Sep. 30, 2023	Dec. 31, 2023	Mar. 31, 2024	Jun. 30, 2024	Sep. 30, 2024	Dec. 31, 2024	Mar. 31, 2025
<b>Cash flows from operating activities:</b>								
<b>Net (loss) income</b>								
Net (loss) income	\$ (3,765)	\$ (2,206)	\$ (3,582)	\$ (308)	\$ (4,360)	\$ (3,901)	\$ (3,204)	\$ (2,398)
Adjustments to reconcile (loss) income to net cash (used in) provided by operations:								
Depreciation and amortization	4,886	4,568	4,892	4,860	5,499	5,841	5,942	5,972
Amortization of operating lease assets	468	354	352	335	342	348	361	374
Amortization of debt financing costs and discount	186	193	272	142	160	229	195	253
Non-cash interest expense	449	40	-	-	-	298	197	197
Net accretion of discounts on available-for-sale securities	(17)	(32)	(56)	(78)	(92)	(103)	(104)	(110)
Provision for (Recovery of) expected losses	1,221	131	43	46	61	4	(65)	93
Provision for (Recovery of) deferred income taxes	159	25	114	24	231	133	496	291
Loss on extinguishment of debt	-	1,208	(218)	-	-	-	-	-
Net realized gains on sales of available-for-sale securities	(571)	(621)	(612)	(652)	(642)	(635)	(680)	(656)
Share-based compensation	1,582	1,251	1,260	1,902	1,488	1,591	1,463	1,863
Loss (gain) on disposals of long-term assets	(68)	40	-	-	-	-	-	-
Change in fair value of contingent purchase consideration	-	244	-	-	-	-	-	-
Changes in operating assets and liabilities:								
Accounts receivable	(3,089)	1,365	888	(919)	(1,259)	(964)	(856)	2,261
Inventory	85	41	(62)	(50)	(58)	30	37	(24)
Prepaid expenses and other assets	(330)	(489)	1,070	(473)	(1,163)	(20)	(230)	(1,049)
Operating lease right-of-use assets	189	284	73	30	68	(98)	-	-
Accounts payable	(380)	332	874	(960)	(370)	77	47	903
Accrued expenses and other long-term obligations	1,051	(10)	(831)	(2,665)	807	806	(51)	(1,737)
Operating lease liabilities	(266)	(410)	(223)	(141)	(233)	(765)	(416)	(427)
Deferred revenue	(282)	(569)	2,811	(5,040)	1,749	(1,248)	6,549	(3,810)
<b>Net cash provided by (used in) operating activities</b>	<b>1,508</b>	<b>5,739</b>	<b>7,065</b>	<b>(3,947)</b>	<b>2,228</b>	<b>1,325</b>	<b>9,782</b>	<b>1,996</b>
<b>Cash flows from investing activities:</b>								
Acquisition of intangible asset	-	(697)	(6,954)	(710)	(3,387)	(8,300)	(859)	(6,346)
Purchases of property and equipment	(294)	(345)	(220)	(240)	(135)	(171)	(146)	(192)
Software capitalization costs	(2,143)	(1,728)	(1,998)	(2,435)	(2,607)	(2,635)	(2,510)	(2,769)
Purchases of available-for-sale securities	(8,696)	(2,628)	(6,134)	(3,516)	(2,946)	(4,452)	(4,729)	(6,589)
Proceeds from sales and maturities of available-for-sale securities	514	4,488	3,957	2,406	6,211	4,708	7,197	3,266
<b>Net cash used in investing activities</b>	<b>(10,619)</b>	<b>(910)</b>	<b>(11,349)</b>	<b>(4,495)</b>	<b>(2,864)</b>	<b>(10,850)</b>	<b>(1,047)</b>	<b>(12,630)</b>
<b>Cash flows from financing activities:</b>								
Proceeds from notes payable, net of issuance costs	-	-	-	-	-	-	4,995	-
Payments of notes payable	(411)	(34,984)	-	-	-	(420)	-	-
Debt extinguishment costs	-	(468)	218	-	-	-	-	-
Net proceeds from issuance of common stock	278	43,720	814	176	396	330	468	441
Capital raise fees	-	(258)	(80)	-	(46)	(1)	(85)	-
Payments made on amounts due for the acquisition of intangibles	-	-	(311)	(236)	-	(422)	(855)	(723)
Net change in client fund obligations	(36,597)	(13,808)	44,964	21,122	(49,347)	2,157	(274)	64,207
<b>Net cash provided by (used in) financing activities</b>	<b>(36,730)</b>	<b>(5,798)</b>	<b>45,605</b>	<b>21,062</b>	<b>(48,997)</b>	<b>1,644</b>	<b>4,249</b>	<b>63,925</b>
Net increase (decrease) in cash and cash equivalents	(45,841)	(969)	41,321	12,620	(49,633)	(7,881)	12,984	53,291
Cash and cash equivalents at beginning of period	183,111	137,270	136,301	177,622	190,242	140,609	132,728	145,712
<b>Cash and cash equivalents at end of period</b>	<b>\$ 137,270</b>	<b>\$ 136,301</b>	<b>\$ 177,622</b>	<b>\$ 190,242</b>	<b>\$ 140,609</b>	<b>\$ 132,728</b>	<b>\$ 145,712</b>	<b>\$ 199,003</b>

# Non-GAAP Reconciliation (Unaudited, 1 of 2)



THREE MONTHS ENDED	Jun. 30, 2023	Sep. 30, 2023	Dec. 31, 2023	Mar. 31, 2024	Jun. 30, 2024	Sep. 30, 2024	Dec. 31, 2024	Mar. 31, 2025
<b>Revenue</b>	\$ 30,420	\$ 29,334	\$ 26,264	\$ 31,652	\$ 28,044	\$ 29,304	\$ 30,792	\$ 34,854
<b>GAAP to Non-GAAP Gross Profit</b>	<b>\$ 22,018</b>	<b>\$ 21,280</b>	<b>\$ 17,839</b>	<b>\$ 22,607</b>	<b>\$ 18,868</b>	<b>\$ 19,704</b>	<b>\$ 20,928</b>	<b>\$ 24,608</b>
Gross Profit	72.4%	72.5%	67.9%	71.4%	67.3%	67.2%	68.0%	70.6%
Share-based Compensation	46	28	32	40	43	44	44	44
Depreciation	1,309	984	921	1,110	1,145	1,232	1,190	1,369
Amortization - intangibles	50	50	50	50	50	50	50	50
One-time expenses								
Settlements, penalties & interest	-	8	(6)	-	3	2	25	29
Acquisition and transaction costs	-	-	-	39	264	367	221	167
Other non-recurring expenses	-	-	-	-	-	-	84	-
<b>Non-GAAP Gross Profit</b>	<b>\$ 23,423</b>	<b>\$ 22,350</b>	<b>\$ 18,836</b>	<b>\$ 23,846</b>	<b>\$ 20,373</b>	<b>\$ 21,399</b>	<b>\$ 22,542</b>	<b>\$ 26,267</b>
Non-GAAP Gross Margin	77.0%	76.2%	71.7%	75.3%	72.6%	73.0%	73.2%	75.4%
<b>GAAP to Non-GAAP Sales and Marketing Expense</b>	<b>\$ 8,515</b>	<b>\$ 6,597</b>	<b>\$ 6,422</b>	<b>\$ 7,767</b>	<b>\$ 6,924</b>	<b>\$ 6,680</b>	<b>\$ 6,945</b>	<b>\$ 8,386</b>
Sales and Marketing Expense								
Share-based Compensation	149	210	180	243	237	269	251	322
Depreciation	-	-	1	1	-	1	-	1
One-time expenses								
Settlements, penalties & interest	4	30	6	18	5	(5)	78	51
Acquisition and transaction costs	-	-	-	11	37	68	9	30
Other non-recurring expenses	180	-	-	-	-	-	52	-
<b>Non-GAAP Sales and Marketing Expense</b>	<b>\$ 8,182</b>	<b>\$ 6,357</b>	<b>\$ 6,235</b>	<b>\$ 7,494</b>	<b>\$ 6,645</b>	<b>\$ 6,347</b>	<b>\$ 6,555</b>	<b>\$ 7,982</b>
<b>GAAP to Non-GAAP General and Administrative Expense</b>	<b>\$ 10,336</b>	<b>\$ 9,294</b>	<b>\$ 9,747</b>	<b>\$ 10,063</b>	<b>\$ 10,118</b>	<b>\$ 10,378</b>	<b>\$ 9,940</b>	<b>\$ 11,900</b>
General and Administrative Expense								
Share-based Compensation	1,298	936	980	1,535	1,122	1,187	1,081	1,407
Depreciation	234	200	225	251	256	264	269	244
One-time expenses								
Settlements, penalties & interest	432	101	284	98	304	377	142	492
Acquisition and transaction costs	-	-	51	57	245	371	282	491
Other non-recurring expenses	453	-	53	86	-	253	220	136
<b>Non-GAAP General and Administrative Expense</b>	<b>\$ 7,919</b>	<b>\$ 8,057</b>	<b>\$ 8,154</b>	<b>\$ 8,036</b>	<b>\$ 8,191</b>	<b>\$ 7,926</b>	<b>\$ 7,946</b>	<b>\$ 9,130</b>
<b>GAAP to Non-GAAP Research and Development Expense</b>	<b>\$ 1,325</b>	<b>\$ 1,803</b>	<b>\$ 1,739</b>	<b>\$ 1,769</b>	<b>\$ 1,962</b>	<b>\$ 1,973</b>	<b>\$ 2,103</b>	<b>\$ 2,029</b>
Research and Development Expense								
Share-based Compensation	89	76	69	85	86	90	87	90
Depreciation	-	-	-	-	-	-	-	1
One-time expenses								
Settlements, penalties & interest	-	-	-	31	27	-	21	9
Acquisition and transaction costs	-	-	-	147	369	195	153	91
Other non-recurring expenses	-	-	-	-	-	-	29	-
<b>Non-GAAP Research and Development Expense</b>	<b>\$ 1,236</b>	<b>\$ 1,727</b>	<b>\$ 1,670</b>	<b>\$ 1,506</b>	<b>\$ 1,480</b>	<b>\$ 1,688</b>	<b>\$ 1,813</b>	<b>\$ 1,838</b>

(\$ in thousands)

# Non-GAAP Reconciliation (Unaudited, 2 of 2)



THREE MONTHS ENDED	Jun. 30, 2023	Sep. 30, 2023	Dec. 31, 2023	Mar. 31, 2024	Jun. 30, 2024	Sep. 30, 2024	Dec. 31, 2024	Mar. 31, 2025
<b>Revenue</b>	\$ 30,420	\$ 29,334	\$ 26,264	\$ 31,652	\$ 28,044	\$ 29,304	\$ 30,792	\$ 34,854
<b>GAAP Net income (loss) to Adjusted EBITDA</b>								
<b>GAAP Net income (loss)</b>	\$ (3,765)	\$ (2,206)	\$ (3,582)	\$ (308)	\$ (4,360)	\$ (3,901)	\$ (3,204)	\$ (2,398)
Interest Expense & Other, Net	1,593	782	(24)	(156)	(53)	109	211	280
Taxes	627	(123)	(158)	33	231	170	499	291
Depreciation	1,542	1,185	1,148	1,361	1,402	1,497	1,460	1,614
Amortization - intangibles	3,343	3,384	3,743	3,499	4,096	4,345	4,482	4,358
<b>EBITDA</b>	<b>\$ 3,340</b>	<b>\$ 3,022</b>	<b>\$ 1,127</b>	<b>\$ 4,429</b>	<b>\$ 1,316</b>	<b>\$ 2,220</b>	<b>\$ 3,448</b>	<b>\$ 4,145</b>
EBITDA Margin	11.0%	10.3%	4.3%	14.0%	4.7%	7.6%	11.2%	11.9%
Share-based Compensation	1,582	1,251	1,260	1,902	1,488	1,591	1,463	1,863
One Time Expenses								
Settlements, penalties and interest	436	140	283	147	339	375	266	581
Acquisition and transaction costs	-	-	51	254	914	1,001	665	779
Other non-recurring expenses	633	-	53	86	-	253	385	136
Other income, net	93	1,800	1	(10)	-	-	2	(188)
<b>Adjusted EBITDA</b>	<b>\$ 6,084</b>	<b>\$ 6,213</b>	<b>\$ 2,775</b>	<b>\$ 6,808</b>	<b>\$ 4,057</b>	<b>\$ 5,440</b>	<b>\$ 6,229</b>	<b>\$ 7,316</b>
Adjusted EBITDA Margin	20.0%	21.2%	10.6%	21.5%	14.5%	18.6%	20.2%	21.0%

(\$ in thousands)